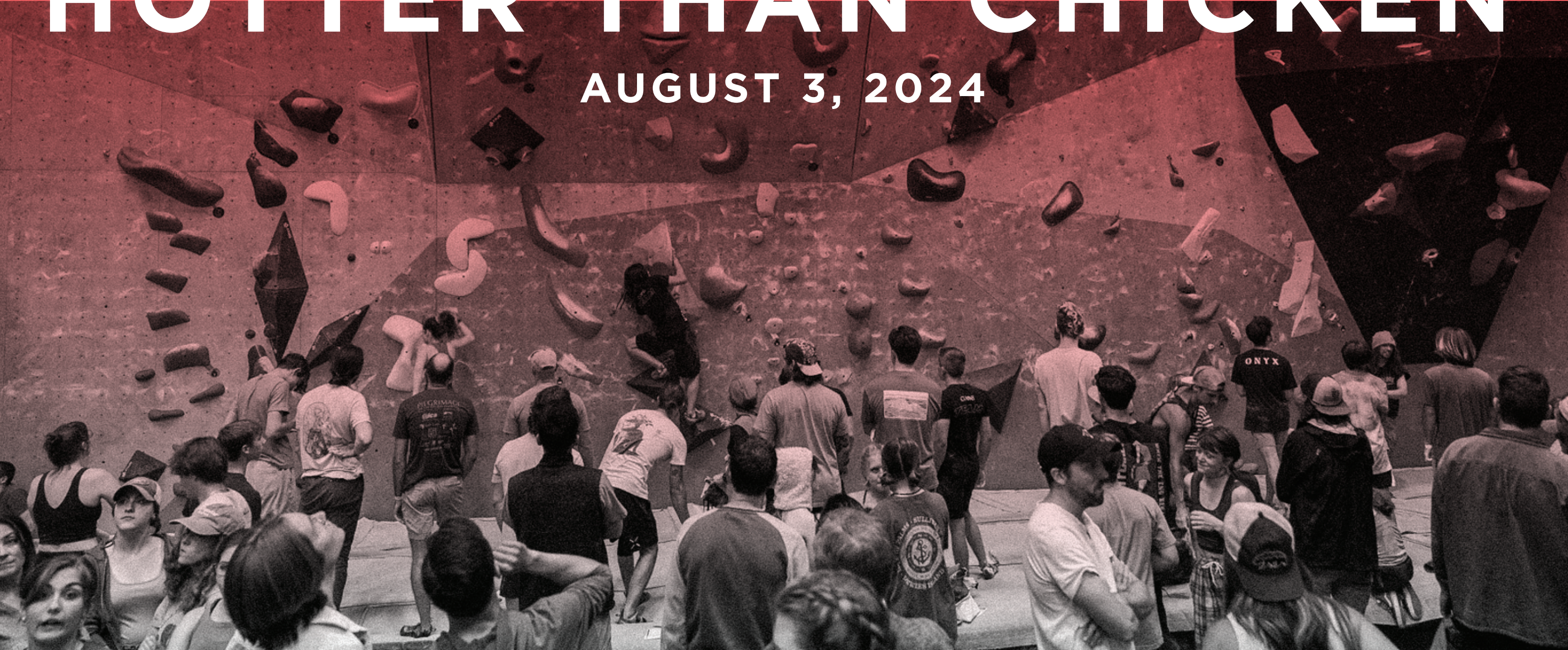




HOTTER THAN CHICKEN

AUGUST 3, 2024



THE PROCLAMATION

"I, David Briley, Mayor of the Metropolitan Government of Nashville and Davidson County, do hereby proclaim the first Saturday in August as Hotter Than Chicken Day throughout the City of Nashville and Davidson County, and encourage all citizens to recognize and celebrate this special day of competition."

READ THE [PROCLAMATION!](#)



TASTE THE FIRE

Through a partnership with HTC, you are granted a unique opportunity to foster the health, wellness and psych of the climbing community. You will also gain access to over 80,000 Nashville community members and thousands more throughout Tennessee and across the country.

CHECK OUT THE [SOCIAL MEDIA KIT](#) AND [HYPE VIDEO!](#)



**"THE HOTTER THAN CHICKEN COMPETITION
(IS) ONE OF THE MOST UNIQUE GYM EVENTS EVER"
CLIMBING BUSINESS JOURNAL**

FEEL THE BURN

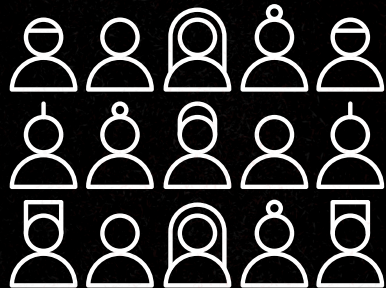
In **2024** we're turning up the heat and raising the stakes.

You have the chance to be a part of something transformational. Fuel the fire and make **2024** the best HTC yet.

NUMBERS



300+ COMPETITORS



500+ SPECTATORS



\$2500 DONATED
TO LOCAL CLIMBING ORGANIZATIONS



5,000+ MEALS DONATED

REACH



EMAILS
100,000+



SOCIALS
80,000+



PHYSICAL
120,000+



SWAG
2,000+



PROMOS
100,000+

RETAIL SALES



CHALK
\$25,000+



GEAR
\$40,000+



HARNESSES
\$40,000+



ROPES
\$12,000+



SHOES
\$90,000+

[@HOTTERTHANCHICKEN](#) - [HOTTERTHANCHICKEN.COM](#)



SPONSORSHIP LEVELS

We're from Nashville which means we know a thing or two about hospitality. We'll take care of you and your brand before, during, and after the competition!

THE INFERNO | Title Sponsor | 2.5k in wholesale

- Booth placement at HTC 2024
- Secondary banner placement at HTC Fire Finals. (must provide)
- Two (2) entries into HTC citizens round
- Unlimited Pro Athlete open competitor entries
- Secondary logo placement on all HTC e-blasts and press releases
- 1+ exclusive posts on Hotter Than Chicken social media accounts

THE FIRE | Tier one Sponsor | 1.5k in wholesale

- Booth placement at HTC 2024
- Secondary banner placement at HTC Fire Finals. (must provide)
- Two (2) entries into HTC citizens round
- Unlimited Pro Athlete open competitor entries
- Secondary logo placement on all HTC e-blasts and press releases
- 1+ exclusive posts on Hotter Than Chicken social media accounts

SPONSORSHIP LEVELS

Last year, HTC competitors came to us from 19 states. We will make sure that your brand spreads across our community, across the country, and beyond!

THE BURN | Tier Two Sponsor | \$500 in wholesale

- Booth placement at HTC 2024
- Tertiary banner placement at HTC Fire Finals. (must provide)
- One (1) entry into HTC citizens round
- Unlimited Pro Athlete open competitor entries
- Tertiary logo placement on all HTC e-blasts and press releases



LOOKING FOR SOMETHING SPECIAL?

Don't see something spicy enough? Shoot us an email or give us a call to discuss a customized partnership and spread the fire!

CONTACT US - INFO@HOTTERTHANCHICKEN.COM

